GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2617
ANSWERED ON:04.12.2007
COMPREHENSIVE ADVERTISEMENT POLICY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware that obscene advertisements in respect of liquor, tobacco and surrogates of certain intoxicating products are continuously telecast on cable channels;

(b) if so, the details thereof during each of the last three years till date, channel-wise;

(c) whether the Government has constituted a Committee to keep a vigil on such advertisements and programmes on cable channels;

(d) if so, whether the Committee has proved in effective in checking such advertisements and programmes on cable channels;

(e) if so, the steps taken/action taken by the Government in the recent past to ban such advertisements/programmes during each of the last three years till date, channel-wise;

(f) whether the Government proposes to draft a comprehensive Advertisement Policy for private channels; and g) if so, the details thereof alongwith the time by when the said policy is likely to be implemented?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) & (b) No specific instance of such obscene advertisements has been brought to the notice of the Government. As per Rule 7 (viii) (A) of the Cable TV Networks Rules, 1994, no advertisement shall be permitted to be telecast which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants and w.e.f. 9th August, 2006 all cases of advertisements relating to brand extension have to be certified by CBFC.

(c) & (d) With a view to look into the violation of the Programme/Advertising Codes, the Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Cable TV Networks(Regulation) Act. The Committee either suo-motu or on receipt of complaint, examines cases of violation of the Codes. If any violation is noted by the Committee, action is taken against the TV channel as per rules.

(e) As on date in all 229 show-cause notices have been issued against 94 TV channels for violation of Programme and Advertising Codes (out of which 62 channels have been issued orders/warnings/advisories).

(f) & (g) A Committee has been constituted for reviewing the Programme & Advertising Codes prescribed under the Cable TV Networks(Regulation) Act 1995 and rules framed thereunder. This Committee, inter alia, consists of representatives of broadcasting organisations, civil society groups, consumer forum and the Advertising Standards Council of India and the Code is under discussion with the stakeholders. A Draft of the proposed Code as prepared by the Committee has been posted on the website of the Ministry of Information & Broadcasting www.mib.nic.in .